



## **HUMAN RESOURCES OFFICE U.S. EMBASSY DHAKA**

### **VACANCY ANNOUNCEMENT**

**ANNOUNCEMENT NUMBER – 11 - 055**

**OPEN TO:** All Interested Candidates/All Sources

**POSITION:** New Media Coordinator, FSN-8; FP-6  
(Salary approx. Tk. 47,000 per month)

**OPENING DATE:** July 19, 2011

**CLOSING DATE:** August 1, 2011 (before 4:30 p.m.)

**WORK HOURS:** Full-time; 40 Hours/5 days per week

**NOTE: ALL APPLICANTS MUST BE RESIDING IN BANGLADESH AND HAVE THE REQUIRED WORK AND/OR RESIDENCY PERMITS TO BE ELIGIBLE FOR CONSIDERATION.**

The U.S. Embassy in Bangladesh is seeking applications for the position of **New Media Coordinator** in the Public Affairs Section (PAS/The American Center).

**BASIC FUNCTION:** The incumbent serves as a senior assistant in the Public Affairs Section (PAS/The American Center) and provides comprehensive new media support (including, but not limited to, website, Facebook, Twitter, SMS, streaming audio/video, chat room, and online communities) as an essential element of public diplomacy programming. Researches and recommends appropriate resources and technologies to enhance Embassy Dhaka's online



and social media contact with high-value target audiences. Researches, develops and implements outreach opportunities in coordination with PAS staff. Also serves as webmaster, responsible for day-to-day maintenance of Embassy Dhaka's public website, quality control and functionality, and troubleshooting. Monitors website/blogs for content of relevance to Mission goals.

## **MAJOR DUTIES AND RESPONSIBILITIES:**

### **A. Social Media Coordinator**

- ✚ Provides daily management of all social media channels in use by Public Affairs. Updates Embassy Facebook page daily, using content provided by IIP, state.gov, whitehouse.gov, other USG sites, and other sites approved by the IO. Acts as primary Facebook "responder" to queries and comments posted by fans.
- ✚ Recommends and executes social media tactics in support of PA events and programming, such as SMS blasts, Twitter feeds, and video/photography uploads. Provides social media support to other sections/agencies in the Embassy as appropriate.
- ✚ Stays current on social media issues and developments. Researches and recommends new social media opportunities to American supervisor and colleagues. Act as front-line contact with State's OIE and other social media offices.
- ✚ Reports to PAO/IO on various Embassy social media platforms. Provides weekly Facebook summary usages, comments, etc. Monitors post-event activity on both embassy platforms and external sites to gauge reaction and/or event success.
- ✚ Actively seeks out/engages with Bangla-language bloggers and other external social media peers. Maintains network of contacts.

### **B. Web Site Management**

- ✚ Responsible for the design of the official Embassy website (dhaka.usembassy.gov), including graphics, audio and video content, and ensures functionality. Ensures ease of navigation.
- ✚ Develop web page infrastructure and applications related to pages with more advanced graphics and features.
- ✚ Monitors, improves and updates website performance, checking for and fixing any bugs or errors.
- ✚ Posts contents in a timely manner to web site, including photo galleries, press releases, consular information, procurement and HR postings. Verifies all links, images and downloadable documents perform as expected.
- ✚ Acts as point of contact with Internet Service Providers (ISP) and



Application Service Providers (ASP), as well as Embassy ISC, to ensure availability of web services.

- ✚ Provides consulting service on live streaming and web chat technology for Embassy staff.
- ✚ Performs research and reporting functions, such as engine optimization strategies, web analytics, best practices for SOP/content management.

### C. Press Section Support

- ✚ Translates press releases, articles and related materials from English to Bangla and Bangla to English. As necessary, provide press support at PAS –sponsored media events. Works with Americans supervisors and LES colleagues to identify potential stories for electronic media placement based on MSP goals. Monitors key Bangladeshi websites and blogs and selects, edits and translates items of likely interest to American supervisors, senior Mission Officers and/or Washington.

### QUALIFICATIONS REQUIRED:

- 1. Education:** Minimum a bachelor's degree in Arts, Commerce, or Sciences is required. *(You must attach a copy of your bachelor's degree certificate along with your application form.)*
- 2. Language Proficiency:** Level IV (Fluent) speaking/reading English and Bangla required. English language proficiency will be tested.
- 3. Prior Work Experience:** Minimum three years of progressively responsible experience in the field of knowledge management. Should include two years networking experience covering local area networks, Internet protocol, web application, relational databases and Server-side scripting and content management is required. Demonstrated experience with VB, SQL, HTML, CSS, XML technology and JavaScript is required.
- 4. Knowledge:** Extensive knowledge of current social media trends and opportunities in Bangladesh, including developments in communications technologies and applications is required.
- 5. Skills and Abilities:** Ability to work effectively with American and locally engaged staff; to independently plan, organize and carry out assigned responsibilities using electronic-based technologies; excellent written and oral communication skills. Ability to advise on the selection and placement of web-based content. Ability to adapt, translate, write and produce informational materials with speed and accuracy. Skills in proofreading and editing are required.



## **SELECTION PROCESS:**

It is essential that the candidates address the required qualifications above in the application. **Applicants who do not provide evidence that they meet the above qualification requirements may not be considered.** When equally qualified, US Citizen Eligible Family Members (AEFMs) and U.S. Veterans will be given preference.

## **ADDITIONAL SELECTION CRITERIA:**

1. Management will consider nepotism/conflict of interest, and residency status in determining successful candidacy.
2. Current employees serving a probationary period are not eligible to apply.
3. Currently employed US Citizen EFMs who hold a FMA appointment or PSA are ineligible for advertised positions within the first 90 calendar days of that appointment.
4. Currently employed Not Ordinarily Residents (NORs) hired under a Personal Services Agreement (PSA) are ineligible to apply for advertised positions within the first 90 calendar days of their employment, unless currently hired on a When Actually Employed (WAE) work schedule.
5. The candidate must be able to obtain and hold a security clearance.

## **TO APPLY:**

Interested candidates for this position must submit the following for consideration of the application:

1. Form DS-174, "Universal Application for Employment as a Locally Employed Staff or Family Member" (UAE). **This form must be completed in English.** You may fill in the answers on a computer and print it, or print a blank copy and fill it out by hand.

### [Application Form](#)

2. Candidates who claim US Veterans preference must provide a copy of their Form DD-214 with their application. Candidates who claim conditional US Veterans preference must submit documentation confirming eligibility for a conditional preference in hiring with their application.
3. Any other documentation (e.g., essays, certificates, awards) that addresses the qualification requirements of the position as listed above.



**All Bangladeshi applicants must complete the application form & must attach the following documents; if you do not attach the below mentioned documents, your application will not be considered complete, therefore, will not be processed further:**

- I) A passport size photograph (taken within six months),**
- II) A copy of Passport or Voter ID or Driver's License, and**
- III) A copy of educational or trade school certificate as required.**

**Inaccuracies, omissions or false statements may be cause for disqualification or termination of employment. Information given on the application may be verified at any time.**

**SUBMIT APPLICATION TO:**

Human Resources Office

Attention: HRO

Address: Embassy of the United States of America  
Madani Avenue, Baridhara  
Dhaka – 1212

**All candidates** must submit the Universal **Application for Employment form** DS-174 either by regular mail (postal service) **or**, deliver by Hand to the South barrier of the U.S. Embassy. **Please do not send applications via fax.**

Blank application forms are also available at the South barrier of the U.S. Embassy (near the Nepal & Vatican Embassy) and at our internet website at <http://dhaka.usembassy.gov/>

**POINT OF CONTACT:**

Human Resources Assistant

Telephone # 885-5500 (between 10am to 11am Sunday thru Thursday)



## **DEFINITIONS:**

1. **Eligible Family Member (EFM):** An individual related to a US Government employee in one of the following ways:

- Spouse or same-sex domestic partner (as defined in 3 FAM 1610);
- Child, who is unmarried and under 21 years of age or, regardless of age, is incapable of self-support. The term shall include, in addition to natural offspring, stepchildren and adopted children and those under legal guardianship of the employee or the spouse when such children are expected to be under such legal guardianship until they reach 21 years of age and when dependent upon and normally residing with the guardian;
- Parent (including stepparents and legally adoptive parents) of the employee or of the spouse, when such parent is at least 51 percent dependent on the employee for support;
- Sister or brother (including stepsisters and stepbrothers, or adoptive sisters or brothers) of the employee, or of the spouse, when such sibling is at least 51 percent dependent on the employee for support, unmarried, and under 21 years of age, or regardless of age, incapable of self-support.

2. **US Citizen Eligible Family Member (USEFM):** For purposes of receiving a preference in hiring for a qualified position, an EFM who meets the following criteria:

- US Citizen; and,
- EFM (see above) at least 18 years old; and,
- Listed on the travel orders of a direct-hire Foreign, Civil, or uniformed service member assigned to or stationed abroad with a USG agency that is under COM authority, or at an office of the American Institute in Taiwan; and either:
  1. Resides at the sponsoring employee's or uniformed service member's post of assignment abroad or at an office of the American Institute in Taiwan; or
  2. Resides at an Involuntary Separate Maintenance Allowance (ISMA) location authorized under 3 FAM 3232.2.

3. **Appointment Eligible Family Member (AEFM):** EFM (see above) eligible for a Family Member Appointment for purposes of Mission employment:

- Is a U.S. citizen; and
- Spouse or same-sex domestic partner (as defined in 3 FAM 1610) or a child of the sponsoring employee who is unmarried and at least 18 years old; and



- Is listed on the travel orders or approved Form OF-126, Foreign Service Residence and Dependency Report, of a sponsoring employee, i.e., a direct-hire Foreign Service, Civil Service, or uniformed service member who is permanently assigned to or stationed abroad at a U.S. mission, or at an office of the American Institute in Taiwan (AIT), and who is under chief of mission authority; and
- Is residing at the sponsoring employee's post of assignment abroad or, as appropriate, office of the American Institute in Taiwan.
- Does not receive a Foreign Service or Civil Service annuity

4. **Member of Household (MOH)**: An individual who accompanies a direct-hire Foreign, Civil, or uniformed service member permanently assigned or stationed at a U.S. Foreign Service post or establishment abroad, or at an office of the American Institute in Taiwan. An MOH is:

- Not an EFM; and,
- Not on the travel orders of the sponsoring employee; and,
- Has been officially declared by the sponsoring USG employee to the COM as part of his/her household.

A MOH is under COM authority and may include a parent, unmarried partner, other relative or adult child who falls outside the Department's current legal and statutory definition of family member. A MOH does not have to be a US Citizen.

5. **Not Ordinarily Resident (NOR)** – An individual who:

- Is not a citizen of the host country; and,
- Does not ordinarily reside (OR, see below) in the host country; and,
- Is not subject to host country employment and tax laws; and,
- Has a US Social Security Number (SSN).

NOR employees are compensated under a GS or FS salary schedule, not under the LCP.

6. **Ordinarily Resident (OR)** – A Foreign National or US citizen who:

- Is locally resident; and,
- Has legal, permanent resident status within the host country; and,
- Is subject to host country employment and tax laws.



EFMs without US Social Security Numbers are also OR. All OR employees, including US citizens, are compensated in accordance with the Local Compensation Plan (LCP).

**CLOSING DATE FOR THIS POSITION: August 1, 2011**

**NOTE:** *“Members of the same family (father, mother, spouse, child, brother, sister, uncle, aunt, first cousin, niece, nephew, grandparent or grandchild, in-laws or step-relatives) will not be employed at the same time in the same agency unless it is in the best interests of the Mission and approved by the Director of the agency involved. In no case will family members be employed in the same working unit of an agency.”*

***The US Mission in Dhaka provides equal opportunity and fair and equitable treatment in employment to all people without regard to race, color, religion, sex, national origin, disability, political affiliation, marital status, or sexual orientation. The Department of State also strives to achieve equal employment opportunity in all personnel operations through continuing diversity enhancement programs.***

The EEO complaint procedure is not available to individuals who believe they have been denied equal opportunity based upon marital status or political affiliation. Individuals with such complaints should avail themselves of the appropriate grievance procedures, remedies for prohibited personnel practices, and/or courts for relief.

Cleared by:

HRO: x  
PAO: x  
FMO: x  
MGT: x